R J Reynolds Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

FAXED
September 25, 1996

Mr. Charles Iszard
Amerada Hess Corporation
One Hess Plaza
Woodbridge, NJ 07095

Dear Charlie:

We are pleased to announce a special Forsyth Program for SIGNATURE for the fourth quarter 1996 to assist you in generating sales at retail. During the time frame of November 4 through December 13, 1996, we will allow you to purchase an extra one week's average sales of SIGNATURE at $1.00 off invoice. This savings can be passed on to your customers, and will not be deducted from your Forsyth Alliance Accrual Program Fund. Details of the Program are listed below:

One week's average sales of ~~COURIER~~ VOORHEES (determining period 6/1-8/31) listed below:

Full Flavor King	**660 cartons**
Full Flavor 100s	**660 cartons**
Menthol King	**300 cartons**
Menthol 100s	**300 cartons**
Light King	**480 cartons**
Light 100s	**540 cartons**
Light Menthol King	**300 cartons**
Light Menthol 100s	**420 cartons**
Ultra King	**240 cartons**
Ultra 100s	**360 cartons**

- Product ship dates to stores from McLane and Tripifoods November 4-December 13
- All product invoiced at $1.00 off per carton

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Source: https://www.industrydocuments.ucsf.edu/docs/znpn0000

- Promotion option: Packs can be stickered at $.10 off
  Cartons can be couponed or stickered at $1.00 off

- Option to use your Alliance Accrual Fund to "match" our $.10 off. Product can then retail for $.20 off per pack or $2.00 off per carton. .

Charlie, when you decide dates, and how you would like to work the Program, I will handle the order with McLane and Tripifoods.

If you have any questions, please call me.

Best Regards,

Nick

G. N. Kuruc, Jr.

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ACCOUNT #	ACCOUNT NAME	BRAND/STYLE	12M CASES AVERAGE PER WEEK	TOTAL PROMO VALUE
9992320	AMERADA HESS CO			
ATTN: STANLEY J. BENARICK ONE HESS PLAZA				
WOODBRIDGE	NJ 7095			
		SIGNATURE F 85 S	~~6~~ 11	~~$360~~ 660
		SIGNATURE F 100 S	~~7~~ 11	~~$420~~ 660
		SIGNATURE M 85 S	~~3~~ 5	~~$180~~ 300
		SIGNATURE M 100 S	~~3~~ 5	~~$180~~ 300
		SIGNATURE L F85 S	~~5~~ 8	~~$300~~ 480
		SIGNATURE L F100 S	~~6~~ 9	~~$360~~ 540
		SIGNATURE L M85 S	~~3~~ 5	~~$180~~ 300
		SIGNATURE L M100 S	~~4~~ 7	~~$240~~ 420
		SIGNATURE U F85 S	~~2~~ 4	~~$120~~ 240
		SIGNATURE U F100 S	~~4~~ 6	~~$240~~ 360
		TOT SIGNATURE	~~34~~	~~$2,640~~
		Totals	71	$4,260

Nick Kunc - JMP should have received this allocation, however, in reviewing it Hess only ordered for 8 wks of the 13 week period and recalculated an average week based on the July/August timeframe.
Any questions - give me a call.

Jim

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